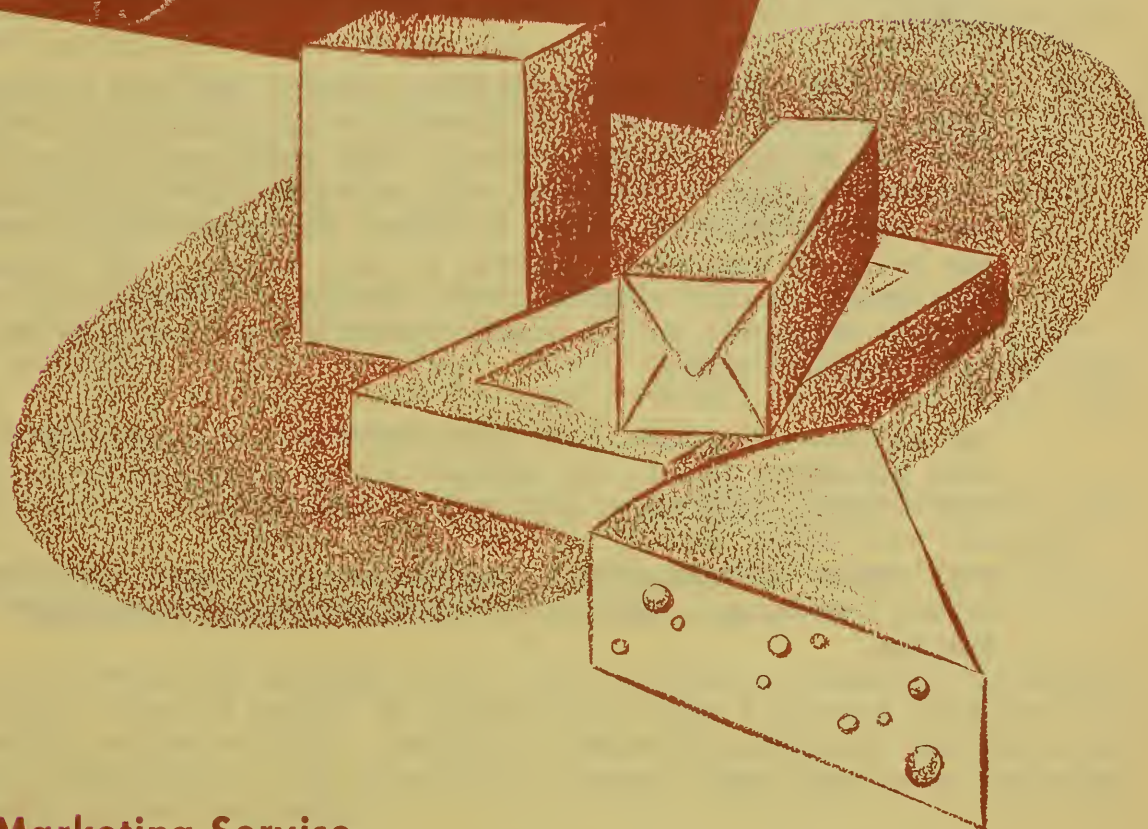
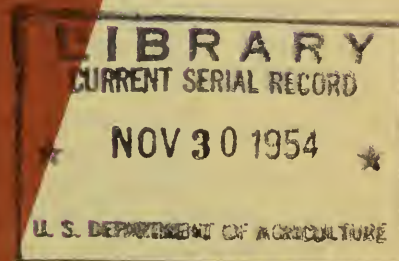


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Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine, August 1954



October 1954

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This report is one in a series of monthly reports, first published for April 1954, showing estimates of current household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. This series is based on information obtained in a cooperative project financed by the dairy industry and the U. S. Department of Agriculture. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA Title II).

The basic data presented herein were collected and tabulated from the National Consumer Panel of the Market Research Corporation of America under contract with the Department. It should be noted that the data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Recently, additional data for butter and margarine were summarized from records of the contractor for the months April 1953 through January 1954. Prior to April 1954, the number of families in the sample used in making estimates was about 4,300.

In order to maintain comparability between the data obtained prior to April 1954 and the current data, the back data were adjusted to the new sample level. The adjustment was made by tabulating reports from both consumer samples--the old and the new--for a period of months to obtain the relationship between the level of purchases reported by each sample. The ratios thus obtained were used to adjust the April 1953-January 1954 monthly estimates to the level currently reported from the 5,800 family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Marketing Research Division, Market Development Branch, of the Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF BUTTER, CHEESE, NONFAT DRY
MILK SOLIDS, AND MARGARINE, AUGUST 1954

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) in order to permit comparisons of purchase volume between periods of equal length.

SUMMARY

Butter purchases by American households during August 1954 were reported larger than a year ago, while purchases of margarine were smaller. This pattern was also true for each of the four preceding months, April-July 1954 compared with 1953.

Comparisons with the same month a year ago for butter and margarine have been made available by information received under an amendment to the contract upon which this survey is based. Although, some caution must be observed in making comparisons because of difference in sample size--see preface for details--it is felt that within reasonable limits the year-to-year changes indicated are accurate.

Total household purchases of butter during a 4-week period of August 1954 were estimated at just under 58 million pounds, almost 9 percent larger than those for a 4-week period in August 1953. Butter purchases for household use in the period April-August 1954 were 6 percent larger than for the same months of 1953. Total civilian disappearance during April-August 1954 of creamery butter, of which the household category makes up about 60 percent, was also up about 6 percent from a year earlier.

Purchases of butter for household use in August 1954 were more than 3 million pounds above the levels of June and July, and were close to the reported purchases in April and May. Retail butter prices have stabilized at around 66 cents per pound over the summer months, 12 percent lower than prices reported paid in the summer of 1953 (table 1).

The percentage of all families buying butter has been 2 percent lower this year than in 1953. However, those families buying butter have been purchasing somewhat more frequently than in 1953, as well as buying slightly larger quantities per purchase than a year ago.

Margarine purchases for household use were reported at close to 83 million pounds during a 4-week period of August 1954, down 6 percent from the corresponding period in 1953. Estimated household margarine purchases for the period April-August 1954 also were 6 percent less than those reported for the same period last year.

Although August 1954 purchases of margarine for household use were reported below a year ago, they were up 6.5 million pounds from the preceding month (table 2). Consumers reported paying just under 27 cents per pound for margarine in August, slightly higher than a year ago, but about the same as in the recent months.

The decline from a year ago in the percentage of families buying margarine was somewhat more than that in the percentage of families buying butter. The frequency of margarine purchases was slightly smaller than in 1953. However, the average size of margarine purchases per buying family was about the same as a year earlier. In contrast, householders buying butter showed an increase both in frequency of and average size of purchase.

About 56 percent of all families reported buying margarine during August, compared with 43 percent buying butter. Also, 18 percent of all families reported buying both butter and margarine in the 4-week period.

The following data on August 1954 purchases and related information for cheese and nonfat dry milk solids can only be compared with preceding months back to April 1954. Information on these items, cheese and nonfat dry milk solids, is not available prior to April 1954, thus preventing any year-to-year comparisons.

Householders bought an estimated total of 46.4 million pounds of natural and processed cheese (purchased weight basis) in a 4-week period of August 1954. This total was up slightly from the 45.7 million pounds purchased in a 4-week period of July 1954.

Natural cheese purchases during August totaled 23.2 million pounds, just above those of the preceding month. However, changes from July to August were mixed, with consumers reporting a sizable increase in American cheese purchases, small declines in Swiss and cream cheese purchases, and no change in purchases of "other" varieties (table 4).

Householders' purchases of processed cheese in August, including cheese foods and cheese spreads, were estimated at 23.2 million pounds, practically the same as a month earlier. For the second month, purchases of processed cheese foods were down from a month earlier. Purchases of cheese spreads rose during August after a decline in the two preceding months (table 5).

Average prices reported paid by householders for the natural and processed cheese types were unchanged in most instances from July to August. Prices paid for natural American and processed cheese (excluding cheese foods and cheese spreads), which together make up about half of all cheese purchases, have fluctuated in a very narrow range over the April-August period.

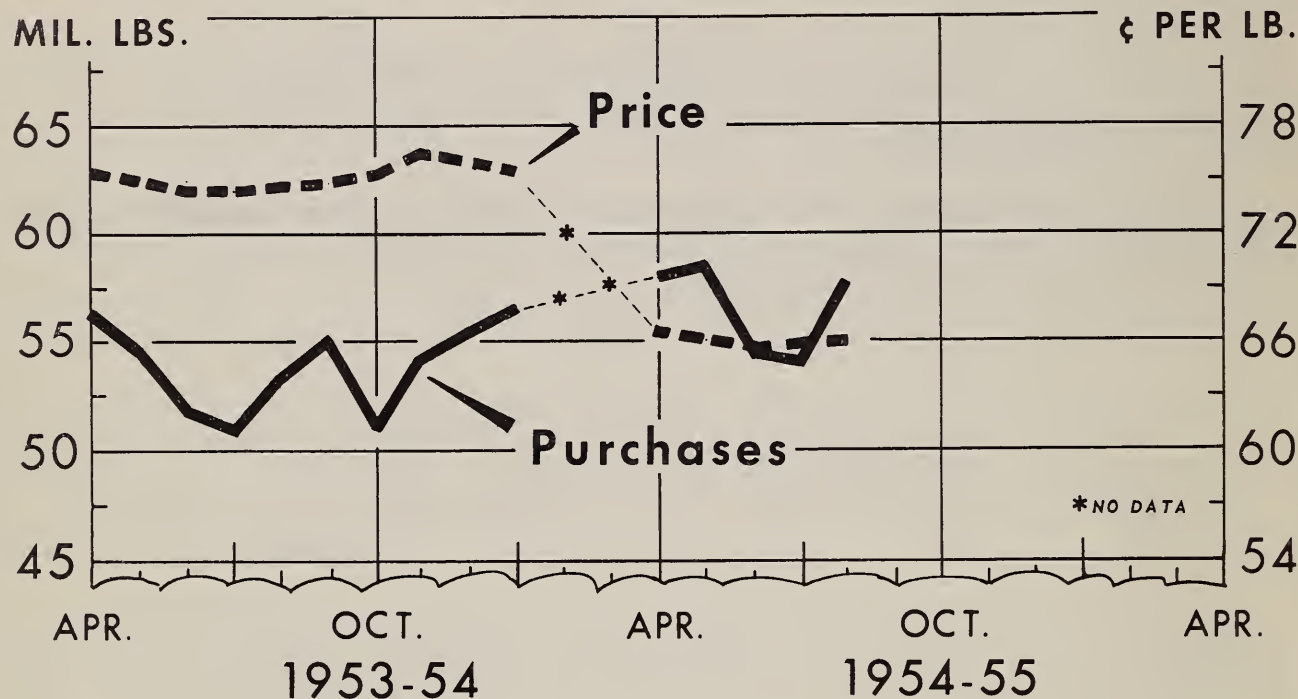
About 57 percent of all families reported buying some type of natural or processed cheese in August. This estimate has been between 56-60 percent percent over the April-August 1954 period.

Cottage cheese purchases, not included in the cheese totals above, were estimated at 32.8 million pounds in August 1954, down 1.5 million pounds from a month earlier. Household purchases of this item have declined each month from April through August, although retail prices during the 5-month period, at 21 cents per 12-ounce unit, were virtually the same each month (table 6).

Household purchases of nonfat dry milk solids were estimated at 9.4 million pounds in a 4-week period of August 1954--about the same as in the two preceding months.

Consumers reported paying lower prices for nonfat dry milk solids in August than a month earlier. This marked the fourth successive month of fractional price declines for this item.

HOUSEHOLD PURCHASES AND PRICES OF BUTTER



SOURCE: NATIONAL CONSUMER PANEL OF MRCA

4-WEEK PERIODS

U. S. DEPARTMENT OF AGRICULTURE

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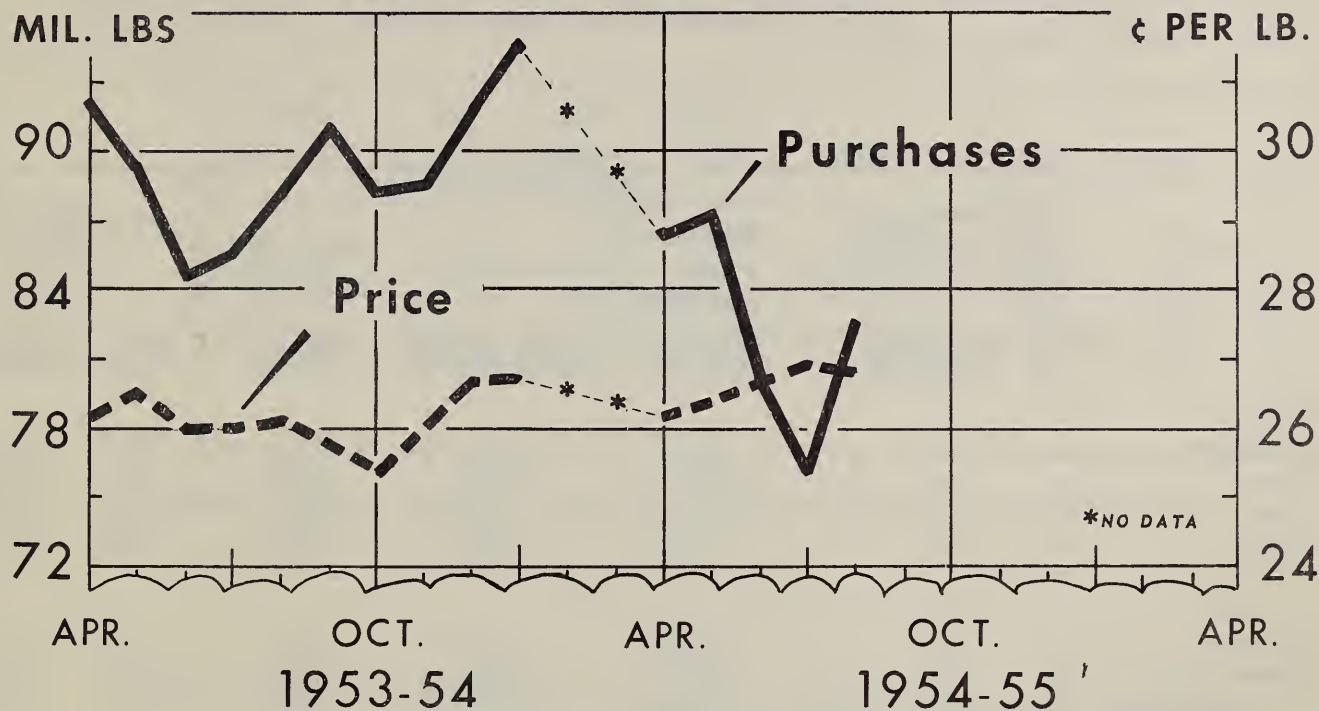
Table 1. --Butter: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased				Average price paid		Percentage of all families buying		Per buying family			
	Total		Per 1,000 population		per pound		families buying		Purchases		Quantity per purchase	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Million pounds	Million pounds	Pounds	Pounds	Cents	Cents	Percent	Percent	Number	Number	Pounds	Pounds
April-----	58.0	56.2	367	369	66.6	75.4	44.0	44.7	2.74	2.71	1.09	1.06
May-----	58.5	54.7	371	359	66.0	75.0	42.8	43.5	2.80	2.75	1.10	1.04
June-----	54.5	51.9	345	340	65.7	74.5	41.4	42.7	2.72	2.64	1.09	1.04
July-----	54.2	50.9	341	332	65.8	74.5	42.2	43.3	2.65	2.58	1.09	1.04
August-----	57.9	53.3	364	348	66.0	74.7	43.3	44.2	2.81	2.67	1.08	1.03
September-----		55.1		360		74.9		45.9		2.69		1.03
October-----		51.0		331		75.3		43.7		2.59		1.02
November-----		54.4		353		76.6		44.6		2.65		1.04
December-----		55.5		361		76.0		44.4		2.68		1.05
January-----		56.6		367		75.6		42.8		2.90		1.04
February-----		1/		1/		1/		1/		1/		1/
March-----		1/		1/		1/		1/		1/		1/

1/ Data not available.

National Consumer Panel of Market Research Corporation of America.

HOUSEHOLD PURCHASES AND PRICES OF MARGARINE



SOURCE: NATIONAL CONSUMER PANEL OF MRCA

4-WEEK PERIODS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1104-54 (9) AGRICULTURAL MARKETING SERVICE

Table 2.--Margarine: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased				Average price paid per pound		Percentage of all families buying		Per buying family			
	Total		Per 1,000 population						Purchases		Quantity per purchase	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Million pounds	Million pounds	Pounds	Pounds	Cents	Cents	Percent	Percent	Number	Number	Pounds	Pounds
April-----	86.3	92.1	546	605	26.2	26.2	56.4	58.6	2.38	2.47	1.45	1.43
May-----	87.1	89.1	551	584	26.4	26.5	56.4	57.7	2.39	2.45	1.44	1.42
June-----	79.9	84.5	506	554	26.7	26.0	54.7	56.9	2.25	2.35	1.45	1.43
July-----	76.2	85.5	479	558	26.9	26.0	53.5	57.7	2.23	2.31	1.43	1.46
August-----	82.7	88.0	520	574	26.8	26.1	55.7	58.7	2.31	2.36	1.44	1.45
September-----		91.1		595		25.8		59.9		2.40		1.43
October-----		88.2		573		25.4		58.9		2.24		1.49
November-----		88.5		575		26.0		60.0		2.24		1.46
December-----		91.8		597		26.7		60.0		2.37		1.47
January-----		94.6		614		26.7		58.7		2.46		1.46
February-----		1/		1/		1/		1/		1/		1/
March-----		1/		1/		1/		1/		1/		1/

1/ Data not available.

National Consumer Panel of Market Research Corporation of America.

Table 3.--Cheese: Household purchases and average price per unit,
U. S., 4-week period, August 1954

Type	Percentage of all families buying any type	Quantity purchased			Average price paid per unit	
		Average per purchase	Total	Per 1,000 population		
		Ounces	1,000 pounds	Pounds	Unit	Cents
Natural						
American	x	13.1	15,010	94.4	Lb.	62.9
Swiss	x	10.0	2,940	18.5	Lb.	75.1
Cream	x	5.4	2,310	14.5	3 oz.	14.4
Other	x	8.8	2,940	18.5	Lb.	76.1
Processed						
Cheese	x	10.9	9,940	62.5	Lb.	61.2
Cheese food	x	21.6	7,580	47.6	Lb.	46.6
Cheese spread	x	13.3	5,710	35.9	Lb.	51.9
	1/ 56.9					
Cottage cheese	--	15.7	32,820	206.3	12 oz.	21.2

1/ Estimated percentage buying each type is supplied in quarterly report.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Natural Cheese: Household purchases and average price,
U. S., 4-week periods

Year and month	Purchases				Average price paid			
					Per pound		Per 3 oz.	
	American	Swiss	Cream	Other	American	Swiss	Other	Cream
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	Cents	Cents	Cents	Cents
1954								
April	14,910	3,180	3,390	3,320	63.6	78.0	75.5	14.1
May	15,310	2,950	3,460	3,590	63.0	76.8	77.4	14.3
June	13,910	3,580	2,880	2,860	62.3	75.4	74.4	14.3
July	14,160	3,120	2,500	2,950	63.0	75.0	74.0	14.4
August	15,010	2,940	2,310	2,940	62.9	75.1	76.1	14.4

Source: National Consumer Panel of Market Research Corporation of America.

Table 5.--Processed Cheese: Household purchases and average price,
U. S., 4-week periods

Year and month	Purchases			Average price paid per pound		
	Processed	Cheese	Cheese	Processed	Cheese	Cheese
	cheese	foods	spreads	cheese	foods	spreads
	1,000 pounds	1,000 pounds	1,000 pounds	Cents	Cents	Cents
1954						
April	10,740	9,110	5,670	60.9	47.1	57.9
May	10,670	9,020	6,290	60.6	45.8	52.0
June	10,330	9,420	5,450	61.2	45.8	54.3
July	9,900	7,960	5,170	61.5	46.7	53.9
August	9,940	7,580	5,710	61.2	46.6	51.9

Source: National Consumer Panel of Market Research Corporation of America.

Table 6.--Cottage Cheese: Household purchases and average price,
U. S., 4-week periods

Year and month	Purchases	Average price paid	
		Per 12 oz. unit for all purchases	Per actual 12 oz. unit purchases
	<u>1,000 pounds</u>	<u>Cents</u>	<u>Cents</u>
1954			
April	37,370	21.2	22.7
May	36,020	21.2	22.5
June	35,600	21.0	22.7
July	34,300	20.9	22.7
August	32,820	21.2	23.0

Source: National Consumer Panel of Market Research Corporation of America.

Table 7.--Nonfat dry milk solids: Household purchases and average
price per pound, U. S., 4-week periods

Year and month	Quantity purchased			Average price paid		
	Average per purchase	Total	Per 1,000 population	Per pound for all purchases	Per actual 1-pound unit purchases	
	<u>Ounces</u>	<u>1,000 pounds</u>	<u>Pounds</u>	<u>Cents</u>	<u>Cents</u>	
1954						
April	21.1	11,080	70.2	38.1	36.7	
May	21.1	10,880	68.9	37.8	36.1	
June	22.6	9,560	60.5	37.3	35.4	
July	23.5	9,560	60.1	36.4	34.8	
August	22.6	9,410	59.1	35.5	33.7	

Source: National Consumer Panel of Market Research Corporation of America.

